

Blue plastic-like cylinder embedded in filter (non-smoked)

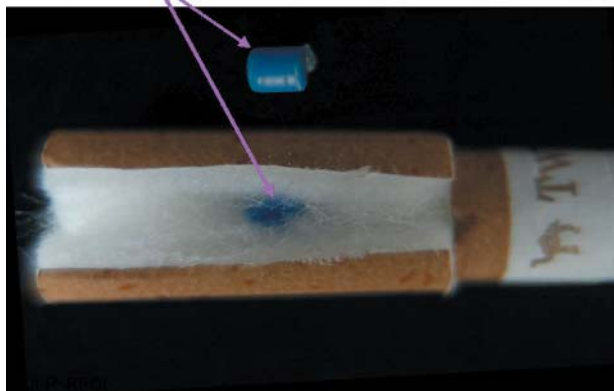


Figure 1 "Twist"—Camel "Exotic Flavors". R J Reynolds Tobacco Company. Photo by Dr John Pauly, Roswell Park Cancer Institute.

financial rewards of candy laden filters could be great for RJR. Not surprisingly, Brown and Williamson (B&W) also sees sweet bucks in the numbers and launched their own confectionary cigarettes in 2004 with Kool Smooth Fusion flavours including "Mintrique", "Midnight Berry", and "Moocha Taboo". Hip-Hop brands with popular disc jockeys emblazoned on the packs of "Kool Menthol Caribbean Chill" are used to entice minorities. Not to be outdone by B&W in

the minority market, RJR recently spiced up its Salem menthol packs, with "Cool Myst", "Fire and Ice", and "Dark Currents" flavours. PM is also going after minorities while keeping well below the radar screen of tobacco control activists. In February 2004, PM introduced their new Marlboro Menthol Shorts, a 70 mm discount brand exquisitely designed for the African American lung. Why should we be surprised? Isn't menthol the ultimate tobacco flavour?

Maybe the MSA has backfired and its limited advertising restrictions and price increases have only forced the tobacco industry to adapt. Since the MSA was signed the companies have not changed, they have only become smarter and more competitive for the lungs of youth and minorities. Tobacco control advocates may have changed too. Today, are we less vigilant and more indifferent to the reckless, irresponsible practices of big tobacco? Are we more complacent today than we were when the MSA was signed? It's time to re-engage the tobacco industry and fight for the health of our children and the disadvantaged. It's time we made smoking history.

The cover of this issue was designed by Anthony Brown at Roswell Park Cancer Institute

REFERENCES

- 1 **Supreme Court of the United States.** Lorillard Tobacco Co. *et al*, Petitioners, v. Thomas F. Reilly, Attorney General of Massachusetts *et al*. Nos. 00-596-00-597, 6/28/, 2001.
- 2 **United States Court of Appeals, First Circuit.** Philip Morris, Incorporated, *et al*, Plaintiffs, Appellers v. Scott Harshbarger, Attorney of Massachusetts, *et al*, Defendant, Nos. 98-1199; 98-, 1200.
- 3 **Maxwell J.** *The Maxwell report 2002*. Richmond, Virginia: Wheat First Securities, 2003.

The lighter side



©Folha de S.Paulo. The US keeps up its anti-tobacco campaign "Cpl. Rusty, put out that cigarette already! Do you want to turn us all into passive smokers?!"